

RECEIVED
CENTRAL FAX CENTER

JUN 09 2004

OFFICIAL

ANDREW S. NEELY
MARK S. GRAHAM
ROBERT O. FOX
DAVID E. LAROSE
GEOFFREY D. KRESSIN
RICHARD W. BARNES, JR.
MARK P. CROCKETT
J. DAVID GONCE
JULIE A. BIRDWELL
MICHAEL J. BRADFORD
JAMES R. PALMER

LUEDEKA, NEELY & GRAHAM

A PROFESSIONAL CORPORATION
ATTORNEYS AT LAW

P.O. BOX 1871
KNOXVILLE, TENNESSEE 37901-1871

PHONE (865) 546-4305
FACSIMILE (865) 523-4478

RFOX@LNG-patent.com

INTELLECTUAL PROPERTY LAW
INCLUDING PATENTS,
TRADEMARKS, COPYRIGHTS,
TRADE SECRETS,
TECHNOLOGY LICENSING
AND RELATED LITIGATION

SHIPPING ADDRESS:

SUITE 1871, RIVERVIEW TOWER
900 SOUTH GAY STREET
KNOXVILLE, TN 37902

Fred Thomsen
Of Counsel

June 9, 2004

To: U.S. Patent and Trademark Office

Fax No. 703-872-9306

TOTAL NUMBER OF PAGES, INCLUDING THIS COVER PAGE, 5

FACSIMILE POST CARD

Docket No. 56196.US/4489.0

Date: June 9, 2004

Application No. 10/616,616

Filing Date: 07-10-2003

Applicant(s): William Luke HAGGARD, Jr.

Title: BANNER DISPLAY SYSTEM

Enclosures:

1. Amendment Transmittal Letter including a Certificate of Facsimile Transmission (1 page in duplicate)
2. Amendment A in response to the Office Action of March 09, 2004, including a Certificate of Facsimile Transmission (3 pages)

COMMISSIONER FOR PATENTS

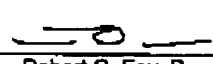
Please acknowledge receipt of the above-identified documents via fax.

LUEDEKA, NEELY & GRAHAM, P.C.

ROF:lsc

F:\56196\56196.US.to pto.2004.06.09.AmdA via FAX.pc.wpd

cc: Docketing

AMENDMENT TRANSMITTAL LETTER				Docket No. 56196.C1		
LHO form						
Application No. 10/616,616	Filing Date 07/10/2003	Examiner Cassandra Hope DAVIS			Group Art Unit 3611	
Invention Title BANNER DISPLAY SYSTEM						
TO THE ASSISTANT COMMISSIONER FOR PATENTS Transmitted herewith is an amendment in the above-identified application.						
<input checked="" type="checkbox"/> Small Entity status of this application has been established under 37 CFR 1.27 by a verified statement previously submitted.						
<input type="checkbox"/> A verified statement to establish Small Entity status under 37 CFR 1.27 is enclosed.						
<input type="checkbox"/> No additional fee is required.						
<input type="checkbox"/> The fee has been calculated as shown below:						
CLAIMS AS AMENDED						
	(1)	(2)	(3)			
	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT NUMBER EXTRA	RATE	FEE
TOTAL CLAIMS	* 1	minus	** 20	0	x \$18	\$ 0
INDEPENDENT CLAIMS	* 1	minus	*** 3	0	x \$86	0
MULLED. DEPENDENT CLAIM ADDED					\$290	
					TOTAL	\$ 0
If applicant has small entity status under 37 CFR 1.9 and 1.27, then divide total fee by 2, and enter amount here.					SMALL ENTITY TOTAL	\$ 0
<p>* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the highest number previously paid for in THIS SPACE is less than 20, enter "20". *** If the highest number previously paid for in THIS SPACE is less than 3, enter "3". The "highest number previously paid for" (total or independent) is the highest number found in the appropriate box in column 1.</p>						
<input type="checkbox"/> Please charge Deposit Account No. 12-2355 in the amount of \$____. A duplicate copy of this sheet is enclosed.						
<input type="checkbox"/> A check in the amount of \$ to cover the filing fee is enclosed.						
<input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 12-2355. A duplicate copy of this sheet is enclosed.						
<input checked="" type="checkbox"/> Any additional filing fees required under 37 CFR 1.16.						
<input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17.						
 Robert O. Fox, Reg. No. 34,165						

Form LMG (9/96)

F:\56196\56196.C1.to pto.2004.06.09.Amd A transmittal letter.wpd

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office on the date shown below to
Fax No. 703-872-9306.

Date: June 9, 2004


Robert O. Fox

Best Available Copy

OFFICIAL

PATENT
Docket No. 56196.C1/4489.0

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

RECEIVED
CENTRAL FAX CENTER

JUN 09 2004

Applicant: William Luther HAGGARD Jr.
Serial No.: 10/616,616
Filed: 07/10/2003
For: BANNER DISPLAY SYSTEM
Examiner: Cassandra Davis
Group Art Unit: 3611

AMENDMENT A

Commissioner for Patents
P O Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed May 5, 2004, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 3 of this paper.